R.J. Reynolds Tobacco Company

CD

M.A. YOUNG
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December 16, 1993

TO: G. N. Kuruc, Jr.
J. T. Jones
A. V. Addessi
G. B. Brown
S. C. Grossberg
F. L. Maney
J. A. Miller

RE: WINSTON Select Out-Of-Stock Rate

Gentlemen:

As we discussed at our last meeting, the O.O.S. rate on Select is *huge!* **We must** continue to solve these out-of-stocks in each and every call worked.

WEEK ENDING 12/3/93 (KEY & A CALLS)

DIVISION	SELECT DIST.	ENTRY %	O.O.S. RATE
Manhattan	68.5%	29.5%	39.0%
Brooklyn	86.5%	72.3%	14.2%
North Jersey	94.5%	73.6%	20.9%
Queens	77.6%	62.9%	14.7%
Newark	86.8%	59.3%	27.5%
Region	**84.3%**	**61.2%**	**23.6%**

Sincerely,

Mark

M. A. Young

MAY/ams

cc: R. J. O'Rourke

K-2

"We work for smokers."

51843 9699

Source: https://www.industrydocuments.ucsf.edu/docs/znvp0000